



## Media Plan

**G&G Advertising**  
**2804 3<sup>rd</sup> Ave. North**  
**Billings, MT 59101**  
**Ph:406-294-8113 Fax:406-294-8120**

**Campaign:** GWC  
**Brand:** GWC  
**Job:** 09-GWC-900  
**Task:** PMB  
**Date printed** 10/14/08

Attn: Sarah Bannon  
 1105 Main Street  
 Deer Lodge MT 5972

**Client:** Gold West Country  
**Job:** 2009 Media Buy

Publication	Issue	Cost	Circulation	Ad Size	Closing Date	Materials Due	On-Sale Date	CPM	Ad	Ad Code
<b><i>National Print</i></b>										
True West	May	\$3,015.00	50,000	Full pg-4c	1/5/2009	3/2/2009	4/20/2009	\$60.30	TBD	901
Readers Digest	March	\$9,500.00	4,600,000	1/6-pg; 4C	1/15/2009	1/15/2009	March	\$2.07	TBD	902
Horizon Air	April	\$3,885.00	581,031	1/2 pg. 4c	12/5/2009	2/20/2009	March	\$6.68	TBD	903
AAA Living	March	\$4,264.00	2,445,146	1/6-pg; 4C	12/31/2008	2/15/2009	March	\$1.74	TBD	904
Travel 50 & Beyond	April	\$3,640.00	375,000	1/2 B/W	2/3/2009	3/21/2009	April	\$9.70	TBD	905
Seattle Mag.	June	\$2,965.00	70,000	1/3 pg.-4c	4/17/2009	4/23/2009	May	\$42.35	TBD	908
Montana Magazine	March/April	\$1,418.00	38,090	1/2 pg. 4c	1/11/2009	1/21/2009	2/25/2009	\$37.23	TBD	909
History Magazine	Apr/May	\$500.00	20,000	Full pg-4c	2/15/2009	1/15/2008	April	\$25.00	TBD	910
Washington Travel	Spring	\$1,775.00	100,000	1/2 pg.-4c	2/1/2009	3/3/2009	March	\$17.75	TBD	911
99 Things to Do Yellowstone Country	2009	\$7,495.00	225,000	1/2 pg. 4c	29-Oct	30-Dec	2009	\$33.31	TBD	912
Northwest Traveler	March	\$5,627.00	350,000	1/3 pg.-4c	TBD	TBD		\$16.08	TBD	913
Peaks to Plains	Spring/Summer	\$3,000.00	40,000	Full Pg. Color	3/7/2008	3/10/2008	4/1/2008	\$75.00	TBD	914
<b>Total Natl. Print</b>		<b>\$47,084.00</b>								
<b><i>Regional Print</i></b>										
Spokesman Review	5/5-26/08	\$8,906.25	100,071	1/4 pg. B/W	TBD	TBD	TBD	\$89.00	TBD	915
Salt Lake Tribune	5/5-26/08	\$3,629.44	33,774	1/4 pg. B/W	TBD	TBD	TBD	\$107.46	TBD	916
<b>Total Regional Print</b>		<b>\$12,535.69</b>								
<b><i>Other</i></b>										
Montana Travel Planner	Yearly	\$0.00	465,000	2 x 6 3/8; 4C	7/1/2008	8/28/2008	1/1/2009	\$0.00	Photo Ad	900
<b>Grand Total</b>		<b>\$59,619.69</b>								
Joint Venture										
Good Housekeeping	April	\$5,452.75	849,600	1/6-pg; 4C	12/1/2008	2/15/2009	April	\$6.41	TBD	906
Maddin Insert	March 29.09	\$4,175.00	700,000	1/4 pg- 4c	1/2/2009	2/9/2009	March 29.09	\$5.96	TBD	920
Audubon	March/April	\$3,686.45	1,673,000	1/6-pg; 4c	12/19/2008	2/2/2009	March	\$2.20	TBD	919

**Joint Venture**

**\$13,314.20**